



SKY
WAVE
GIN

Bespoke Gin Creation

START YOUR JOURNEY TO
CREATE THE PERFECT GIN

Welcome to the home of the World's Best Gin*

Sky Wave Gin launched onto the gin scene with a bang.

It wasn't even two years old, when its Signature London Dry was named the World's Best Contemporary Gin at the World Gin Awards, seeing off competition from much larger and more established distilleries.

Founders and distillers, Rachel Hicks and Andrew Parsons, were inspired to launch their award-winning range of gins when they couldn't find their perfect gin - so they made it. There are now seven gins in the range which have picked up 19 international medals. They put their success down to never being afraid to challenge the status quo.

Master Distiller Andrew Parsons uses the one-shot method to create their London Dry gins, which demands nerve-shredding accuracy in preparing botanicals and other ingredients for each still run. There is no second chance to get it right.

This accuracy has generated significant success, including Andrew being shortlisted for Master Distiller of the Year in 2021 (Icons of Gin Awards) - recognition not only for Sky Wave's own products, but also for work with independent gin producers crafting unique, premium bespoke spirits. Many of those gins have gone on to win international awards themselves.

Creating a bespoke small-batch gin is the perfect choice for:

- Launching a new gin brand or market testing your product
- A one-off, commemorative project or personal celebration
- Corporate launch or anniversary
- Travel and tourism clients looking for a 'destination' product.

The team have worked with a number of new brands, including Birch Gin, Meadowcourt Gin and Blood Axe Gin. As a former Royal Signals Officer, Andrew is also proud to have created gin for LXX Squadron RAF at Brize Norton.



*World's Best Contemporary Gin, World Gin Awards 2020



Your gin journey starts here...

Have you ever dreamed of owning your own gin brand, or perhaps creating a fabulous, unique gin for your special moment? What could be better than a totally bespoke gin crafted especially for you by an award-winning team?

With minimum order quantities starting from just 100 bottles, and orders available in multiples of 100, a bespoke gin is more accessible than you might think.

You may have an idea of what you're looking for already, or simply know what connects with your brand and customers.

Our approach is to engage with you to understand the flavour profile you're looking for and work from there. Rather than bombard you with botanicals, we'll explore and understand what you're trying to achieve - nose, initial flavour, mid-section and finish.

Our art is then to choose the botanicals and quantities to achieve that profile. Botanicals rarely behave the way you expect - either singly or in combination with others - and it's our job to ensure we develop the perfect recipe to meet your brief.

Working with Andy has been such a pleasure. His attention to detail is second to none and our partnership has been instrumental in bringing Meadowcourt Gin to the market.

MEADOWCOURT GIN





How it works: A simple two-step process

Our approach to developing a new gin is in two phases: a proof of concept, and then production.

Step 1: Proof of Concept

This includes two hours of development, including discussion with you via phone calls or emails followed by distilling your proof of concept. We focus on the flavour profile - as opposed to specific botanicals - so we really understand your preferences.

If you wish to include a specific botanical from your region or for other reasons, we can, of course, accommodate this.

We also welcome customers to work with us personally here in the distillery.

We create the gin to your flavour profile, and deliver two x 500ml bottles to you.

Any further development work is then charged at £90 per hour plus VAT (further development and another still run takes about three hours). In reality, this is not required for over 90% of our bespoke gins, and we have never needed a third iteration to meet customer's expectations.

INITIAL COST: £350 + VAT



Step 2: Production & Costs

Every bespoke gin requires a full production still run - but with two stills available, we have plenty of flexibility and can distill in 100, 200, 400 or 500 bottle batches, although exact quantities may vary depending on many factors.

The cost per bottle for the production of your gin then depends on many factors, including:

- Size of order
- Strength of the gin
- Bottling (on-site or ship in bulk)
- Bottle size, shape & design.

As a guide, we estimate costs to be around £19* for a 500ml bottle, with all HMRC alcohol duty and distilling licences paid, products fully labelled and sealed. We can also box in cartons of six and arrange delivery to you.

*Based on use our standard bottle. To see the full range, please visit: <https://www.kefla.de/>

Timescales

Typically, the proof of concept phase takes two weeks before transitioning into production. We allow six weeks for production - including ensuring all key elements such as bottles, seals and labels are perfectly in place prior to your production run and bottling. For both phases please allow six - eight weeks in total.

Additional Services

Sky Wave Gin has an excellent supply chain including packaging design, production and point of sale. If you need any support in this area we're happy to put you touch with our preferred suppliers, but we do ask that you work with them directly for any design work.

Licensing

You are reminded that in order to sell your bespoke gin you need various licences. These include a premises and personal licence for wherever you sell from, and if you intend to sell to other business, registration with the Alcohol Wholesale Registration Scheme is required. Other licences may also apply depending on your circumstances, and Sky Wave Gin can also advise on this aspect.

If you want a bespoke gin service to help get you started then call Andy, he is the bomb. I spoke to and met with several distillers and Andy was the one I wanted to trust my business with. It was a great decision, his advice and help have been invaluable.

JUSTIN BIRCH, BIRCH GIN



BESPOKE GIN CLIENTS INCLUDE:

Birch Gin • Blenheim Palace • Blood Axe Gin • LXX Squadron RAF • Meadowcourt Gin • Private Clients



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